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**The Chalhoub Group partners with Japanese cosmetics giant KOSÉ Corporation, strengthening its presence in the regional beauty sector**

The Chalhoub Group has signed a regional distribution agreement with the KOSÉ Corporation, Japan's third largest cosmetics group. The partnership entails the distribution of high prestige brand "KOSÉ de BEAUTÉ" and prestige brand "SEKKISEI" in regional markets including the United Arab Emirates, Saudi Arabia, Bahrain, Qatar, Oman, Kuwait, Lebanon and Syria.

"We are very excited about bringing KOSÉ brands to the Middle East for the first time. The beauty market is growing and these brands add to the unparalleled choice and quality that we aim to offer today's increasingly diverse yet discerning consumers of this region", commented Patrick Chalhoub, CO Chief Executive Officer of the Chalhoub Group at the signing ceremony with Mr. Yasukiyo Kobayashi, President of KOSÉ Corporation.

"With KOSÉ's in depth expertise in skin care and cosmetics and the Chalhoub Group's 50 years of experience and knowledge of this region, this is an excellent opportunity for us to work together" added Patrick Chalhoub.

KOSÉ Corporation was established in 1946 with the aim of developing high quality cosmetics for the domestic market. Since then, it has established itself as one of the leading cosmetics manufacturers in Japan and also partners with proprietary and licensed brands. With an overseas expansion in 12 countries, today KOSÉ successfully operates in Asia, Europe and the US. With its strength in Research and Development along with a distinctive brand marketing strategy, KOSÉ thrives on innovation, offering the very best in beauty.

The Chalhoub Group is a leading retail, distribution and marketing powerhouse for renowned brands in the beauty, fashion and gift sectors. A regional group, based in Dubai with development platforms in Kuwait, Saudi Arabia, Egypt, Qatar, Bahrain and Syria, the Chalhoub Group represents some of the finest international brands in the region.

Today, with a coverage in 13 countries and expansion to neighbouring territories, as well as a portfolio of more than 200 luxury brands and the management of over 200 retail outlets - an appreciation of quality, excellence and luxury are the cornerstones of the Chalhoub Group.

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